

Guy Sharfman
Managing Director, Consulting Services

KEY QUALIFICATIONS

Guy Sharfman has a broad range of operational and consulting experience in the energy industry, and is a recognized industry expert in the retail and wholesale electricity arenas. Guy has held key leadership roles in risk management, structuring and pricing, hedging and position management, and wholesale and retail market development and expansion. In his present position he leads the retail energy consulting practice of Intelometry, Inc. Guy holds an M.A. in economics from DePaul University in Chicago, and a B.A. in economics from the University of Illinois in Champaign/Urbana.

Guy has testified and provided litigation support in cases before a number of state utility commissions. Guy also directs the construction and publication of Intelometry's Retail Power Index ("RPI"), which is published monthly in Platt's Megawatt Daily and Power Markets Week. The RPI provides an independent snapshot of how electric retail competitive markets are performing by comparing wholesale and retail market prices across U.S. regions. Guy's industry experience includes buying and selling power, creating hedging strategies to manage risks associated with term supply, developing physical delivery capabilities for companies to serve new markets, electricity product structuring and pricing, wholesale and retail contract negotiation, stranded cost analyses, tariff development and assessment, power plant value assessment, supply and demand forecasting, benchmarking analyses, and electric procurement analyses.

EDUCATION

MA Economics, DePaul University at Chicago, IL, 1998

BA Economics, University of Illinois at Champaign/Urbana, IL, 1994

INDUSTRY EXPERIENCE

Econ One Research, Inc. (2001 - 2004)

Director of Energy Strategy responsible for established a new business consulting practice centering on the power and natural gas industries in North America. Acquired and managed consulting projects for major energy companies, law firms and energy publications. Conducted studies and gave presentations on the future of energy markets to clients and associations.

Enron Wholesale Services (2001)

Managed Enron's retail power positions and developed new markets in the Central region. Created and managed retail power forward curves into all major control areas in the ECAR, MAIN and MAPP regions. Structured financial and physical products for retail power customers in Illinois, Michigan, Ohio and Virginia. Assisted Enron regulatory affairs group in various energy proceedings in front of FERC and State Commissions in Illinois, Ohio and Michigan.

Nicor Energy, L.L.C. (2000-2001)

Manager of Electric Services responsible for structuring and pricing retail electricity in Illinois control areas. Trained and supervised Nicor Energy's power pricing desk. Negotiated electric supply agreements with wholesale companies to supply portions of Nicor Energy's retail load obligations. Developed retail electric service capabilities for Nicor Energy in Michigan and Ohio control areas. Developed a Green Power supply option for Nicor Energy in Illinois.

Analytical Support Network, Inc. (1998-2000)

Performed open access pricing for an alternative retail electric supplier. Constructed retail power pricing models for the Commonwealth Edison control area. Created indices that predicted a company's open access savings potential based on variables such as SIC codes in order to develop a target market. Conducted open access option assessment for various electric consumers. Performed all types of economic cost and efficiency analyses including contract assessment, price and demand forecasting, future revenue expectations and efficiency of operations assessments. Assessed expert testimony and prepared cross-examination questions for legal staff. Assisted in the testimony strategy of expert witnesses testifying in various electric deregulation proceedings before the Illinois Commerce Commission and the Public Utility Commission of Wisconsin.